

161—8.56(216) Cease use of sex-segregated want ads.

8.56(1) All newspapers within the state of Iowa shall cease to use sex-segregated want ads—e.g., “Male Help Wanted,” “Female Help Wanted,” and “Male and Female Help Wanted” or “Men—Jobs of Interest,” “Women—Jobs of Interest,” and “Men and Women.”

8.56(2) Any newspapers failing to comply with 8.56(1) shall be deemed in violation of the Act, Iowa Code section 216.6, and legal proceedings shall henceforth be initiated against them.

8.56(3) The commission will regard any publication of sex preference for a job to be in violation of the Act and, therefore, suggests that all Iowa newspapers refrain from publishing any sex preference which an employer in its job order may want printed.

8.56(4) The commission suggests that Iowa newspapers, instead of using sex-titled, sex-segregated want ads, use neutral want ads, e.g., “Help Wanted,” “Jobs of Interest,” “Positions Available.”